

Disability Awareness Month

RADIO PUBLIC SERVICE ANNOUNCEMENT

Radio stations will often run public service announcements (PSAs) that provide information of general public interest or benefit. The PSAs are promoted by a not-for-profit organization or government office. Enclosed are three sample PSAs (30-second, 20-second and 10-second versions).

Schedules

Because radio stations set their air schedules weeks or even months in advance, it is important to act quickly in placing your public service announcement. Remember, the station is running the announcement as a service, so you should not expect specific air dates and times.

Media Contacts

Call your local radio station(s) at least one month in advance and talk to the public service director. Explain what organization you are with and that you are planning activities in conjunction with Disability Awareness Month in March. Explain that you have three scripts, and ask if the station can use them or adapt them to its format.

Find out how far in advance the stations need the materials. There is no need for you to send a station a script if you have missed the deadline and they are unwilling to “bend the rules.”

The PSA director(s) might also offer airtime during a talk show. You might want to take advantage of this additional opportunity to convey your message to the public.

Preparing the PSA

You will need to retype the sample PSA onto your own letterhead and fill in the appropriate “blanks.” If you don’t have letterhead, use clean, white heavy bond paper (not erasable or onionskin).

The scripts close with an Indiana Governor’s Council for People with Disabilities tag. When you retype the scripts, you can change the tagline by replacing it with your organization’s name and/or phone number. Be careful when adding any copy to the PSA scripts, because they have already been timed for 30- , 20- and 10-second lengths. If you add a long tagline to the copy, the PSA time length will be changed. Be sure to double check the length of the PSA by reading through the copy (not too fast!) and timing yourself with a stopwatch.

Delivery

If possible, deliver the materials to the public service director in person. Personal delivery helps prevent your PSA from getting lost in the shuffle or buried under other mail.

Add to the enclosed scripts your organization’s name, as well as a contact name and phone number where the public service director can call for more information.

Prepare a cover letter (see sample) that lists the scripts you are sending and includes the contact person’s name and phone number. It might be helpful to have the executive director or chairperson of your organization sign the letter. His or her signature might encourage the station(s) to use the PSAs.

Follow Up

In April, after a station has run the PSA, follow up with a thank-you letter. The station’s public service director has “donated” station time to help your organization’s cause and deserves your thanks. Enclosed is a sample thank-you letter. We encourage you to personalize your letters. Again, it might be appropriate to have the executive director or chairperson of your organization sign the letter.

(Sample Cover Letter)

(Date)

(Mr. John Doe)
Public Service Director
(WXYZ Radio)
(123 Main St.)
(Anytown), Indiana (46000)

Dear (Mr. Doe):

Thank you for your support of Disability Awareness Month. Enclosed are three PSA scripts: a 30-second, 20-second and 10-second version. The PSAs stress that people with disabilities should be treated like everyone else – like people.

As I mentioned on the phone, March is Disability Awareness Month. The (Anytown Support Group for People with Disabilities) appreciates (WXYZ)'s effort to educate our community members about people with disabilities.

Please call me at (123-4567) if you need additional information on the PSAs or Disability Awareness Month.

Thank you for your assistance.

Sincerely,

(Your name)
(Title)

Enclosures

(Sample Thank You Letter)

(Date)

(Mr. John Doe)
Public Service Director
(WXYZ Radio)
(123 Main St.)
(Anytown), Indiana (46000)

Dear (Mr. Doe):

Thank you for promoting Disability Awareness Month by using the public service announcements we mailed to your station.

Your generosity helped the (Anytown Support Group for People with Disabilities) remind our community that people with disabilities should be treated like everyone else – like people. As the 14th anniversary of the Americans with Disabilities Act approaches, many of the barriers and negative attitudes facing people with disabilities are being eliminated through comprehensive campaigns and educational tools such as these PSAs.

The (Anytown Support Group) commends you and (WXYZ) for participating in Disability Awareness Month. We would be happy to serve as a source of information and support for any of your future activities that relate to people with disabilities.

Thanks again.

Sincerely,

(Your name)
(Title)

PUBLIC SERVICE ANNOUNCEMENT

Contact: (NAME)
(PHONE NUMBER)

Start: March 1, 2005
Stop: March 31, 2005
:30

“CELEBRATE DISABILITY AWARENESS MONTH IN MARCH”

ANNOUNCER

DO YOU REMEMBER YOUR FIRST LEMONADE STAND? THE EXCITEMENT OF STIRRING THE MIX, SETTING UP THE BOOTH AND SELLING YOUR FIRST CUP? IF YOU'RE LIKE MOST PEOPLE, THE BEST PART WAS SPENDING THAT TIME WITH YOUR FRIENDS.

UNFORTUNATELY, CHILDREN AND ADULTS WITH DISABILITIES ARE OFTEN EXCLUDED FROM THIS TYPE OF ACTIVITY. AND WHEN WE EXCLUDE ANYONE, WE LIMIT OUR POTENTIAL – AS PEOPLE AND AS A COMMUNITY.

TRUE INCLUSION MEANS LOOKING PAST DISABILITY AND ACCEPTING PEOPLE AS THEY ARE. YOU NEVER KNOW WHEN YOU MIGHT MEET A FRIEND FOR LIFE.

(PAUSE)

MARCH IS DISABILITY AWARENESS MONTH IN INDIANA.

A REMINDER FROM THE INDIANA GOVERNOR'S COUNCIL FOR PEOPLE WITH DISABILITIES.

PUBLIC SERVICE ANNOUNCEMENT

Contact: (NAME)
(PHONE NUMBER)

Start: March 1, 2005
Stop: March 31, 2005
:20

“CELEBRATE DISABILITY AWARENESS MONTH IN MARCH”

ANNOUNCER

PEOPLE WITH DISABILITIES HAVE MANY TALENTS AND SKILLS. UNFORTUNATELY, THEY ARE OFTEN EXCLUDED FROM FULL PARTICIPATION IN THE COMMUNITY. AND WHEN WE EXCLUDE ANYONE, WE LIMIT OUR POTENTIAL – AS PEOPLE AND AS A COMMUNITY.

TRUE INCLUSION MEANS LOOKING PAST DISABILITY AND ACCEPTING PEOPLE AS THEY ARE. YOU NEVER KNOW WHEN YOU MIGHT MEET A FRIEND FOR LIFE.

(PAUSE)

MARCH IS DISABILITY AWARENESS MONTH IN INDIANA.

A REMINDER FROM THE INDIANA GOVERNOR’S COUNCIL FOR PEOPLE WITH DISABILITIES.

PUBLIC SERVICE ANNOUNCEMENT

Contact: (NAME)
(PHONE NUMBER)

Start: March 1, 2005
Stop: March 31, 2005
:10

“CELEBRATE DISABILITY AWARENESS MONTH IN MARCH”

ANNOUNCER

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ARE. YOU NEVER KNOW WHEN YOU MIGHT
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